City of San Diego **Freeway Congestion Strike Team** Meeting Agenda of March 21, 2002



Outline

- > Market assessment
- ➤ Transportation system and service assessment
- > SV TM/TDM plan goals and objectives
- > Transportation service improvements
- > Transportation system improvements
- > Public outreach and marketing
- > Implementation phases



Employment

> 161,000 employees in Del Mar/MM/University¹

RideLink data base:

- > 338 companies > 50 employees²
- **> 52, 937 employees²**

Sources: 1 SANDAG subregional forecast for yr 2000 (1990 census)

2 RideLink data base

Trip Origins

- > I-5/I-805 traffic
 - 10% start/end SV1
 - 15% UCSD1
- ➤ RB, MM, RP, SR, Poway 20%²
- ➤ La Jolla/University City 6%²
- ➤ North County West 10%²

Sources:

- ¹ SANDAG subregional forecast yr 2000 (1990 census)
- ² EDC survey

Commute Patterns

- > Vast majority drive alone
- > RideLink data base (2 yrs):
 - □880 commuters interested in Alt. transportation mode
 - North west 15%
 - North east 12%
 - East 10%
 - Southeast 35%
 - South 28%



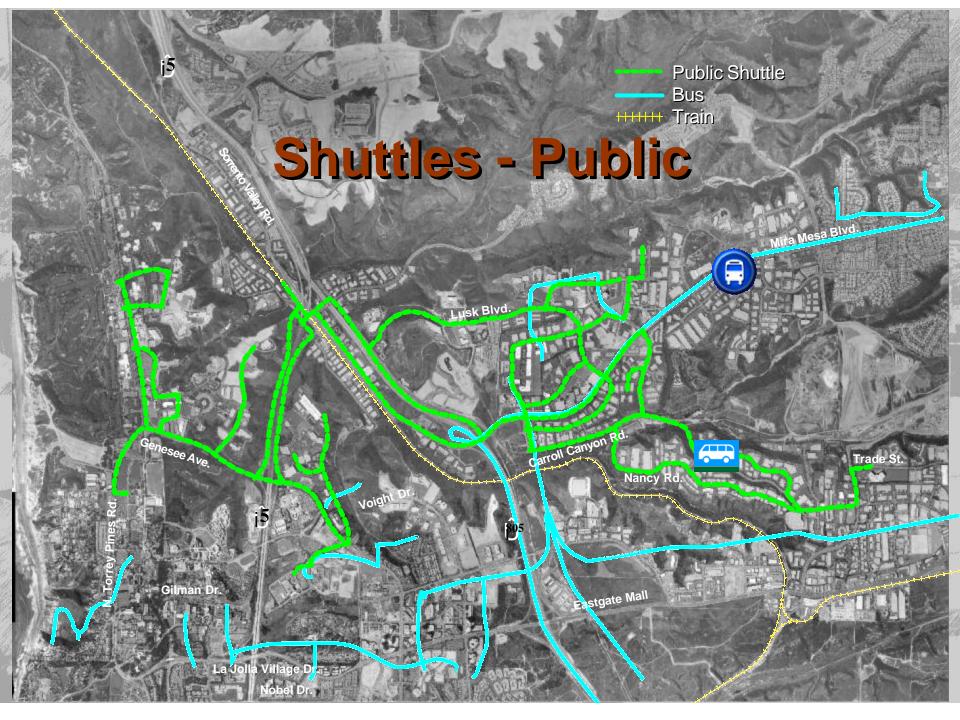
- > 64 % Flex work schedule
- > AM → 60% 8:00am to 8:30am
- > PM →50% 5:00pm to 5:30pm

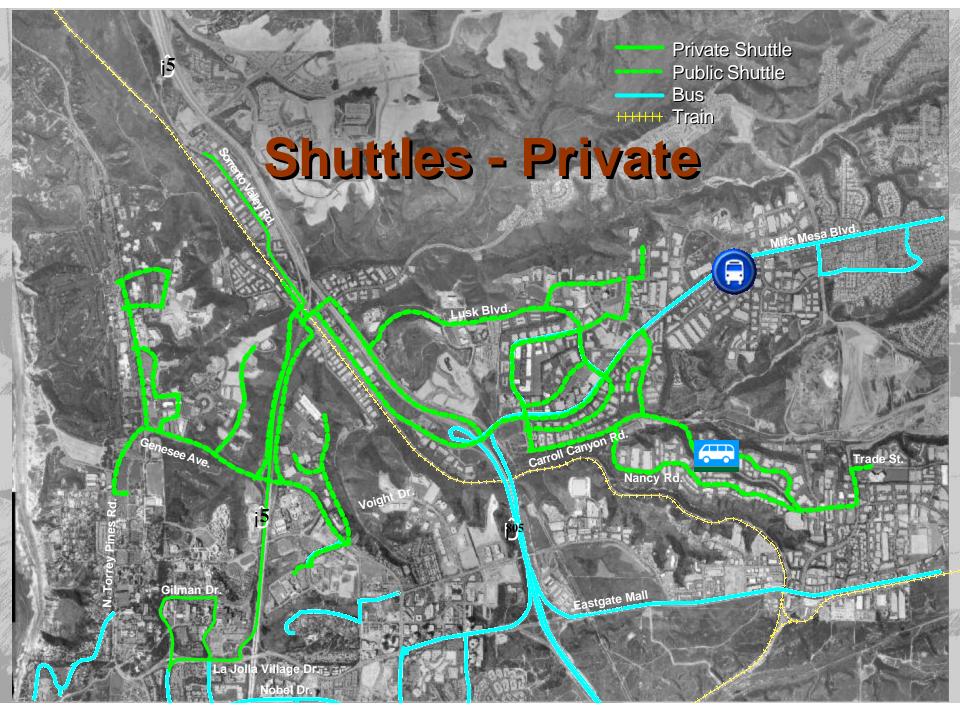
Source: EDC survey



- > Fixed transit routes
- > Shuttles public
- > Shuttles private
- > Coaster







Coaster - AM

D COASTER

	Read	MONDAY-	FRIDAY					1000	HEN!	10000		
STATION	Down	#630	#632	#634	#636	#638	#640	#644 No. of		#652	#654	# 6
Oceanside								<u>Cars</u>	Capacity 209	3: 35 p		
Carlsbad Village		5:27 a	6:10 a	6:46 a	7:19 a	7:45 o	9:05 g	4	2:55 190	3:40 p	5:00 p	5:
Carlsbad Poinsettia						7:5]		4	268	3:46 p	5:06 p	
Encinitas		5:39 a	6:22 a	6:59 a	7:30 a	7:56 0	9:170	11:17 a	3:07 p	3:51 p	5:12 p	5:
			6:28 a	7:11			9:22 a					
Sorrento Valley		5:54 a	6:37 a	7:13 a	7:45 a	8:10 a	9:31 a*	11:30 a*	3:21 p*	4:05 p	5:29 p	6:
Old Town"												
San Diego	V	6:21 a	7:04 a	7:40 a	8:13 a	8:38 a	9:59 0	11:58 a	3:49 p	4:33 р	5:53 p	6:

SAN DIE	GO	TO	OCEA	NSI	D E							
STATION	Read Down	MONDAY- #631	FRIDAY #633	#635	347.31	ars Cap	ilable acity 98	#647	#649	#651	#653	#655
				9:45 a		2-15 =	70					
Old Town		6:38 a	7:50 =	9:50 a	12:50 p	2:20 p	3:45 p	4:27 p	4:57 p	5:27 p	6:10 p	6:50 p
			8:11 a	0:10 a*								
Solana Beach		7:07 a	8:20 a	10:19 a	1:19 p	2:50 p	4:15 p	4:56 p	5:29 p	6:00 p	6:41 p	7:18 p
Carlsbad Poinsettia		7:19 a	8:31 a	10:30 a	1:30 p	3:01 p	4:26 p	5:07 p	5:39 p	6:10 p	6:52 p	7:29 p
Oceanside	4	7:32 a		10:42 a		3:14 p	4:38 p	5:19 p	5:50 p	6:22 p		7:42

[&]quot;Train may depart up to 3 minutes ahead of schedule.

The Coaster operates Monday thru Saturday (no Sunday service). There is no service on; New Year's Day, Memorial Day, July 4th, Labor Day, Thanksgiving and Christmas Day.

^{*} Sorrento Valley Coaster Connection shuttle service not available for this train. Shuttles operate Monday thru Friday only.

Coaster - PM

			5		R							
OCEANSI	D E	T 0 5	AN	DIE	9 0							
	Read	MONDAY-										
STATION	Down	#630	#632	#634	#636	#638	#640	#644	#648	#652	#654	# 6
Carlshad Village		5:27 a	6:10 a	6:46 a	7:19 a	7:45 o	9:05 a	11:05 a	2:55 p	3:40 p	5:00 p	5:
Carlsbad Poinsettia												
Encinitas		5:39 a	6:22 a	6:59 a	7:30 a	7:56 a	9:17 a	11:17 a	3:07 p	3:51 p	5:12 p	5:
Sorrento Valley		5:54 a	6:37 a	7:13 a	7:45 a	8:10 a	9:31 a	11:30 a*	3:21 p*	4:05 p	C.00	
							9:52 e	No. of A	<u>Nvailable</u>	4:24 p	5:29 p	6:01
San Diego	4	6:21 a	7:04 a	7:40 a	8:13 a	8:38 a	9:59 a		Capacity	4:33 11	5:53 p	6:
SAN DIE	GO	TO (OCEA	NSI	D E			4	434			
2 M 11 2 1 L		MONDAY-		ueW	MEN		L					
STATION	Read	#631	#633	#635	#639	#643	#645	#647	#649	#651	#653	
Old Town		6:38 a	7:50 a	9:50 a	12:50 p	2:20 p	3:45 p	4:27 p	4:57 p	5:27 p	6:10 p	6:
						2:40 p*		77124	A 1. P	Sec. 10	6:30 a	
Solana Beach		7:07 a	8:20 a	10:19 a	1:19 p	2:50 p	4:15 n	4:56 p	5:17 p	5:49 p	6:41 p	7:
						No. of	Available			6:05 n	6:46 p	
Carlsbad Poinsettia		7:19 a	8:31 a	10:30 o	1:30 p	3 Cars 5	Capacity 315		5:39 p	6:10 p	6:52 p	7:
						5	273					

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Coaster/Shuttle Service & Work Schedule

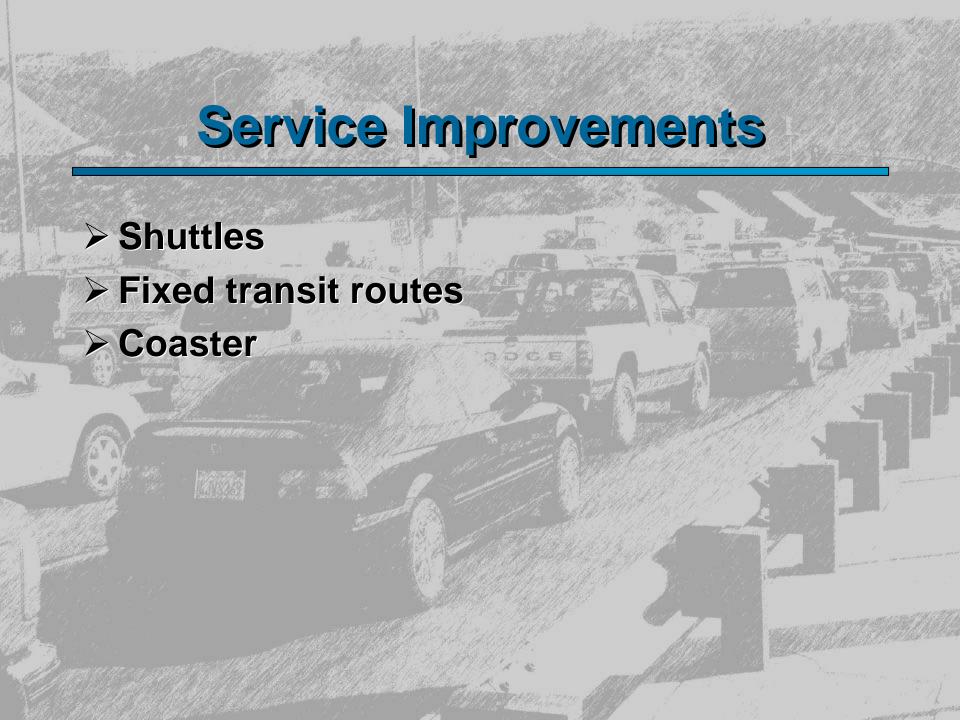
Coaster Arrival Time Morning	Get to Office	Coaster Departure Time Afternoon	Leave Office
<u>Northbound</u>		<u>Southbound</u>	
6:58 am	7:30 am	5:29 pm	4:45 pm
8:10 am	8:30 am	6:01 pm*	5:15 pm
Southbound		<u>Northbound</u>	
6:37 am	7:00 am	4:48 pm	4:15 pm
7:13 am	7:30 am	5:17 pm	4:45 pm
7:45 am	8:00 am	5:49 pm	5:15 pm
8:10 am	8:30 am	6:30 pm*	6:00 pm
		* Last train/shuttle	

SV TDM Plan Goals and Objectives

- > Alternative modes of transportation
 - **□** Coaster ridership 20% (755 to 900)
 - Measured by NCTD/MTDB through direct counts
 - Vanpools from 0 to 5 (50 commuters)
 - Measured by RideLink
 - □ Carpooling 5%
 - Measured by counting vehicles in HOV on-ramps at I-805 MM/Vista Sorrento Py
 - □ Fixed transit route ridership (RB→SV) 5% (from ?? To ??)
 - Measured by MTDB through direct counts

SV TDM Plan Goals & Objectives - Cont'd

- ➤ Alt. work schedules 2% over the baseline (measured through surveys)
 - □Increase number of employees STARTING work bet. 7:00-7:30am from 7.2 % to 9.2%
 - □Increase number of employees STARTING work bet. 8:30-9:00am from 8.7% to 10.7%
 - □Increase number of employees ENDING work bet. 4:00-4:30pm from 10% to 12%
 - □Increase number of employees ENDING work bet. *5:30-6:00pm* from 12.9% to 14.9%



Shuttle Service Improvements

Augmentation of existing service

- > Add four (4) shuttles:
 - Two (2) UTC area
 - One (1) Mira Mesa Bl/Sequence Dr/Huennekens St loop
 - One (1) Add to the existing crowded Carroll Canyon route
- > Opportunities:
 - Serve more employment nodes
 - Improve/accommodate existing/latent demand
 - Allow more flexibility to meet Coaster schedule
- > Challenges:
 - Funding
 - Availability
 - Restrictions dictated by source

(Report from MTDB)

Fixed Route Service Improvements

Express transit service to/from RB→CMR→MM→SV

- > Opportunities:
 - Peak period service
 - Three stops max at P&R facilities
 - Transit First network
 - Mitigation measure for the I-15 managed lane construction project
- > Challenges:
 - Transit priority treatments for travel time savings Streets/Fwys
 - Where to stop in SV
 - Funding
 - Availability
 - Restrictions dictated by source

(Report from MTDB)

Coaster Service Improvements

- > Current Service and Capacity
- > Adding capacity as needed
- Increased parking and shuttle service, and platform extensions as critical elements for increased Coaster patronage
- > Hypothetical Five-Year Coaster TDM Plan

Current Coaster Service



Weekday Schedule:

- 5 Morning Peak Southbounds plus
- 2 reverse commutes.
- 5 Afternoon Peak Northbounds plus
- 2 reverse commutes.
- 8 "Midday" trains.

Saturday Schedule:

- 4 Southbound trains
- 4 Northbound trains

Current Coaster Service
Capacity

AM Peak S.V. Arrivals	Cars	Avg. Riders	Avail Capacity
5:54AM	4	250	310
6:37AM	5	454	246
7:13AM	5	491	209
7:45AM	4	370	190
8:10AM	4	292	268
PM Peak S.V. Depart:	Cars	Avg. Riders	Avail Capacity
4:06PM	4	362	198
4:48PM	4	463	97
5:17PM	5	385	315
5:49PM	5	427	273
6:30PM	4	196	364

Ability to Add Capacity

- Current Service Two 4-car trainsets and two 5car trainsets
- > Each car seats 140, can handle double that with standees
- ➤ Through maintenance changes, can increase to three 5-car sets by summer, 2002
- Six new cars to be in service early CY03, would enable all trains to be six car sets, 840 seats per train
- Six-car sets require North County station platform extensions, more S.V. shuttle service capacity
- More parking in North County also needed to attract riders. Most lots are nearly full.

Hypothetical 5-Year TDM Plan

Year 1:	Cost Estimate
Add 3rd 5-car set	\$ 35,000
• 20% increase in S.V. Shuttle Capacity	\$ 178,000
Lease 100 new pkg spaces in Oceanside	\$ 10,000
Year 1 Total	\$ 223,000
Year 2:	Cost Estimate
• Increase all to 6-car sets - maint. increase	\$ 139,000
	4.50.000
• 50% increase in S.V. Shuttle Capacity	\$ 458,000
 50% increase in S.V. Shuttle Capacity Lease 200 pkg spaces in Oceanside 	\$ 458,000 \$ 20,000

5-Year TDM Plan (Continued)

Year 3:

- Continue 6-car sets maint. increase
- Continue 50% increase in S.V. Shuttle
- Lease 200 pkg spaces in Oceanside Year 3 Total

Year 4:

- Continue 6-car sets maint. increase
- Continue 50% increase in S.V. Shuttle
- Lease 200 pkg spaces in Oceanside Year 4 Total

Cost Estimate

- \$ 143,000
- \$ 472,000
- \$ 20,000
- \$ 635,000

Cost Estimate

- \$ 148,000
- \$ 486,000
- \$ 20,000
- \$ 654,000

5-Year TDM Plan (Continued)

Year 5 (six months):

- Continue 6-car sets maint. increase
- Continue 50% increase in S.V. Shuttle
- Lease 200 pkg spaces in Oceanside

Year 5 Total

FIVE YEAR TOTAL ESTIMATED COST

Cost Estimate

- \$ 76,000
- \$ 250,000
- \$ 10,000
- \$ 336,000

\$ 2,865,000*

^{*}Does not include cost of any public information or marketing program

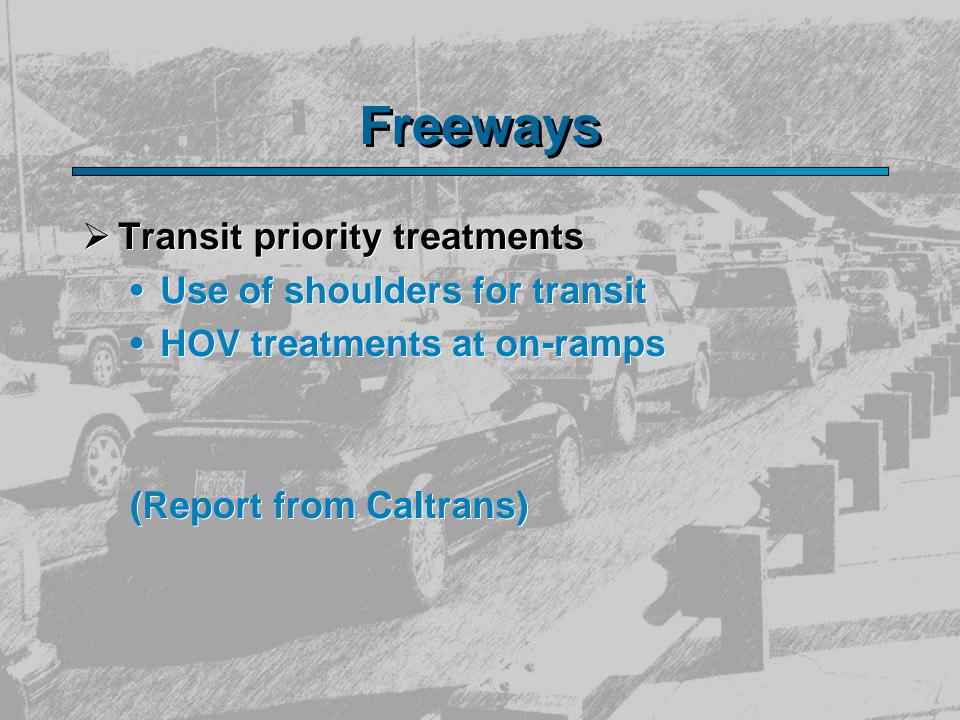


Surface streets

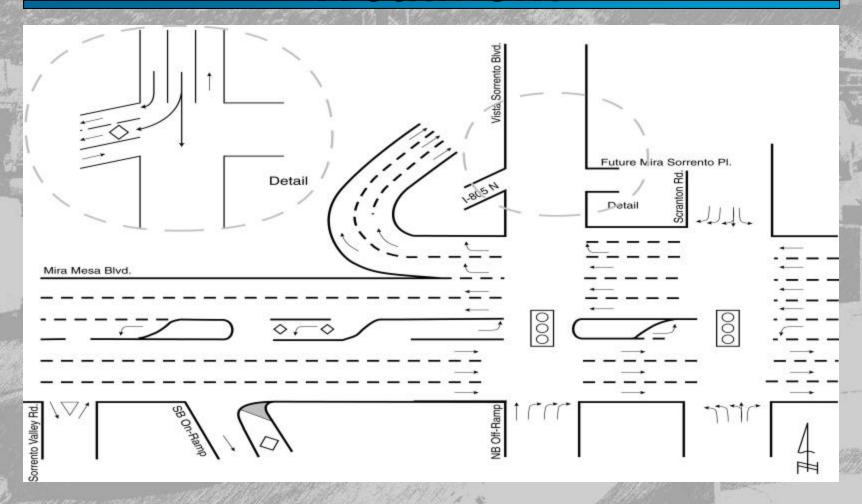
- > Transit priority treatments
 - Queue jumpers at spot locations
 - Transit lanes where feasible
 - Signal priority
- Signal retiming
 - Traffic progression along main approach
- > Park & Ride lot at SV Coaster station
- > Pedestrian bridge across the channel
- > Tower Rd

Tower Rd





I-805 NB & SB - HOV Treatment



Public Outreach

Three Pronged Approach:

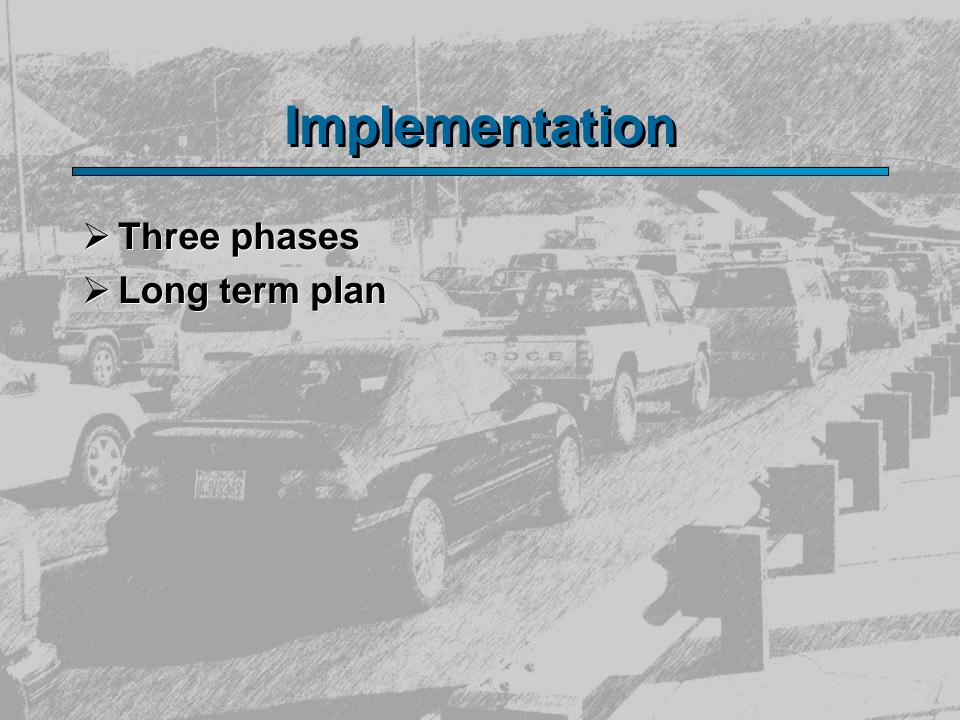
- > Commuters from NORTH
 - Promote Coaster, vanpool, carpool
 - Flex hours to take advantage of off-peak seats availability
- Commuters from EAST
 - Promote Express transit service RB→CMR→MM→SV
 - Promote staggered /compressed hours
- > Commuters from SOUTH
 - Promote vanpool & carpool
 - Promote staggered/compressed hours

Public Outreach - Cont'd

- > SHORT TRIP commuters
 - Promote carpooling
 - Promote staggered/compressed hours
- > DRIVE ALONE
 - Promote staggered/compressed hours
 - Promote telecommuting
 - (Report from RideLink)

TDM Marketing Plan Framework

- Marketing tools to Employers
 - Brochures
 - Mailings
 - Website (customized w/ links to CalTrans, SD Commute, RideLink, City of SD, Upcoming events, Calculator of Svgs)
- Marketing tools to Employees
 - Through employers
 - Direct marketing
- > Partnerships
 - Employer forums
 - One-on-one mtgs
 - Sorrento Valley Coalition



Phase 1 - 6 months

Public Outreach

- Alt. Work schedules
 - ✓ Starting work hour 7:00-7:30am and 8:30-9:00am
 - ✓ Ending work hours 4:00-4:30pm and 5:30-6:00pm
- Carpooling & vanpooling
- Marketing tools to employers
- Coaster N County west commuters
- Education campaign
 - √ Telecommuting
 - ✓ Tax incentives

Phase 1 - Continued

Service improvements

- Augment shuttle service Two shuttles UTC
- Lease 100 parking spaces Oceanside

System improvements

- Tower Rd Engineering study
- HOV treatments at I-805 on-ramps at MM and Vista Sorrento Pkwy

Phase 2 - 6 months to 2 Years

Public Outreach

- Continue Phase 1
- Marketing tools to employees
- Vanpools South

Service Improvements:

- Shuttle service augmentation
 - ✓ One shuttle MM/Sequence/Huennekens loop
 - ✓ One shuttle supplement Carrol Canyon shuttle
- Lease 200 parking spaces Oceanside
- Feasibility of express transit service RB→SV

System improvements

- Signal retiming
- Park & Ride lot and pedestrian bridge-SV station
- Study of transit priority treatments along fwys and surface streets

Phase 3 - 2 to 3 Years

Public outreach

- Phases 1 & 2
- Express transit service from RB→SV
 Service improvements
- Coaster capacity (add 3rd 5-car set)
- Lease 200 parking spaces Oceanside
 System improvements
- Tower Rd rehabilitation if feasible
- Transit priority treatments (Fwys/surface streets) implemented



- Coaster platform extensions
- Add Coaster capacity 6 car sets
- Add parking spaces
- Increase S.V. shuttle service

